



Advertising Flow Chart

First and Second Year

ADV 318J
Intro to ADV and Integrated Brand Communication
* Grade of a B or better required to move forward in ADV
* May only take this course twice
* Must be taken at UT

ADV 309R **OR**
Intro to ADV and P R Research
*Must be take at UT
Grade of C- or better is required before enrolling in ADV 344K and ADV 345J

ADV 325 **WR**
Intro to Creative Advertising
Prerequisite: ADV 318J with a grade of at least B.

ADV 353 **E**
Law and Ethics for ADV and P R
Prerequisite: ADV 318J with a grade of at least B.

Third Year

ADV 344K **OR**
Advertising Research
Prerequisite: Upper-division standing (60 hours of course credit); ADV 318J with a grade of at least B; and ADV 309R with a grade of at least C-

ADV 345 J **WR OR**
Advertising Media Planning
Prerequisite: Upper-division standing (60 hours of course credit); ADV 318J with a grade of at least B; and ADV 309R with a grade of at least C-

MKT 320F
Foundations of Marketing
Prerequisite: Upper-division standing (60 hours of course credit)

Fourth Year

ADV 350
Advertising Internship
Prerequisite: ADV 344K and ADV 345J with a grade of at least C- in each and a 2.0 GPA

ADV 370J **WR**
Integrated Communications Management
Prerequisite: ADV344K, ADV 345J, and MKT 320F with a grade of at least C- in each.

ADV 373 **II**
Integrated Communications Campaigns
Prerequisite: ADV 370J with a grade of at least C-

____ 12 ADV elective hours (9 hours must be upper-division).

39 total ADV hours.

24 ADV upper-division hours.

ADV 303, 304, 305 and 316 do not count towards the required 39 hours.